



# Town of Westminister

MASSACHUSETTS 01473

FROM THE OFFICE OF THE  
ECONOMIC DEVELOPMENT COMMITTEE

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## Economic Development Committee – Meeting Minutes for May 1, 2013

Present: Richelle Brown, Joe Serio, Jeff Crowley, and Bud Taylor. Staff: Stephen Wallace, Town Planner.

Meeting called to order at 7:05 PM

Motion to approve previous meeting minutes, AIF

The EDC began with the Chairman reading a letter of resignation from Selectman Joe Flanagan. The EDC members discussed how they would hate to lose Joe's services and voted AIF to *not* accept his letter of resignation in order to give him some more time to think about it.

The EDC then moved onto discussing how the Town could do a better job of marketing itself. Towards that end, Bud Taylor discussed the idea of holding an editorial board meeting with the Gardner News to inform them of the Town's economic development initiatives. The EDC will also try to put its best foot forward when it meets with the Director of the MA Biotechnology Council at its June meeting.

The next item was a review of the updated local business inventory. Town Hall Intern Emily Dewy has pulled out all of the home-based businesses into a separate mailing list, For the storefront businesses, Emily has sorted them by category. The EDC reviewed both lists and some minor corrections were offered. The EDC decided to solicit content from the listed restaurants, lodging establishments, health & wellness establishments, and farms for eventual use in the Town's promotional brochure. The Town Planner will ask Town Counsel about the possibility of charging businesses for advertising in the brochure. Also: Chairman Serio will meet with the Town Planner to finalize the brochure format so that the Planner can obtain cost estimates from Monty Tech for the brochure's design and printing.

The EDC then discussed the idea of sending a one-page survey to all businesses in Town and used the one-page survey from the January Economic Summit as a starting point. The EDC hopes the survey results will help the Town understand just how helpful our municipal government is in helping our businesses thrive and prosper. If the results show problems with particular departments or permitting processes, then perhaps some housecleaning is in order. The Town Planner agreed to work with the Town Administrator to find the funds necessary to cover the postage costs. Jeff suggested that Fitchburg State or Worcester Poly-Tech may be able to send and tabulate the survey results for free. The Planner will look into this. Planner will also look into placing the survey on-line.

The last order of business was discussing the need to recruit some new members now that Norma Hale has resigned and Joe Flanagan has indicated a desire to resign as well.

The EDC will meet again next on Wednesday June 5, 2013, at 7:00 PM.

The meeting adjourned at 8:35 PM.